

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
April 19, 2007**

Directors Present	Monica Yamada, President	CIM Group, Inc.
	Joel Fisher, Vice President	Avalon
	Jeff Rouze, Treasurer	Historic Hollywood Hillview, LLC
	Jose Malagon, Secretary	Hollywood Media Center
	Chris Bonbright	Whitley Court Partners
	Lynda Bybee	Metro
	Leron Gubler	Hollywood Chamber of Commerce - (Ex-officio Member)
	Nathan Korman	1723 Wilcox
	Hilary Royce	Church of Scientology International
	Alan Sieroty	Sieroty Company
	Tej Sundher	Hollywood Wax/Guinness Museum
	Thaddeus Smith	The Music Box Theatre
	Frank Stephan	Clarett Group
	John Tronson	Tronson Investment Group
Directors Absent	Captain Clay Farrell	LAPD- (Ex-officio Member)
	Bill Hertz	Mann Theatres
	Ron Radachy	The Oasis of Hollywood
	Tom Leaper	RBZ Management
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Emily Hodos	HPOA
	Hanna Sheinin	HPOA
	Joe Mariani	HPOA
Guests	Ken Coehlo	RBZ, LLP

**I. Call to order**

The meeting was called to order by President Monica Yamada at 4:15 p.m. The Agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Note: All Appendices reference in these minutes are attached to the Official Minutes in the HPOA Staff Office.

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II. Open Forum

Kerry Morrison, introduced to those in attendance the newest member of the Hollywood Property Owners staff, Hanna Sheinin, who will now be serving as Communications Director for the BID.

III. Approval of minutes

It was moved by John Tronson, seconded by Jose Malagon and **CARRIED to approve the minutes from the February 15, 2007 meeting.** [unanimous]

It was moved by John Tronson, seconded by Chris Bonbright and **CARRIED to approve the minutes from the March 22, 2007 meeting.** [unanimous]

IV. Treasurer's Report

A. Financial statements: Jeff Rouze presented a master financial spreadsheet, prepared by RBZ, LLP indicating actual expenditures through March 31, 2007 and budget projections through year-end for the HED 2004 – 2008 Account, accompanied by a detailed summary of significant variances. Rouze also noted that there was over a million dollars currently in the bank as of the end of March.

It was moved by Chris Bonbright, seconded by John Tronson and **CARRIED to approve the Treasurer's Report dated March 31, 2007.** (unanimous)

B. Insurance Proposal: Morrison reported on the alternative quote submitted by Insurance West Corporation, the current broker for the Central Hollywood Coalition. Overall, the general liability policy offered by St. Paul Travelers was less expensive than the HPOA's current policy with Farmers, but the Excess Liability premium was more costly. Morrison had drafted a letter, at the suggestion of Steve Romine, the HPOA's insurance consultant, which, in part, requested that Insurance West would stipulate in writing that the insurance company is fully aware of the work of the BID and the inherent risks. The Board suggested that this letter not be sent, but rather that a copy of the policy be requested for a full review by Steve Romine. It was further suggested that given the fact that we are mid-year, the savings would not be as considerable, and it may make more sense to wait until the normal time for bidding the insurance in August.

C. Review of Annual Financial Review Draft (2006): Ken Coehlo of RBZ brought before the board a draft version of the Annual Financial Review. The draft report detailed the Financial Position, Statement of Activities and Changes in Net Assets, and the Cash Flows for the Hollywood Entertainment District for the 2006 year. It was noted by Coehlo that special accounts, (e.g. Marketing Co-Op or CRA Grant Accounts), were not covered on the draft, but are reported on the tax return. In conclusion, Coehlo expressed to the board that the BID overall was in "very good shape" financially.

It was moved by Nathan Korman, seconded by Lynda Bybee **and CARRIED to approve the Annual Financial Review Draft (2006).** [unanimous]

V. Committee Reports

A. Security Committee:

1. Security Open House: Tronson expressed to the group the desire for all of them to attend the Security Open House on May 10, 2007 at the BID Security Headquarters in the Hollywood and Highland complex.

2. Report from Homeless Discussion: Tronson reported that a comprehensive discussion of the increasing homeless situation was the subject of the last Security Committee meeting on April 12<sup>th</sup>. Tronson also noted that the BID has agreed, along with other agencies, to co-sponsor the H.E.R.O. program, directed by P.A.T.H., which would commence this Summer. The program would help track and offer aid to homeless people within the Hollywood area.

3. Report from Andrew's International: John Tronson reported that Andrews has been doing a great job with the BID, and are on track to match last year's productivity level. Tronson also noted that there was a preliminary discussion which took place between the chairs of the HED and SVBID Security Committees and Andrews, regarding the possibility of arming officers with tasers. Tronson noted that the Security Committee would try to be sensitive to Andrew's concerns, but that no decision had been reached yet.

B. Streetscape:

1. Review/Approve Change Order to amend Agreement with Clean Street through December 31, 2008: Hilary Royce presented before the board a review of the street maintenance costs for both the Hollywood Entertainment District and the Sunset and Vine Business Improvement Districts. A draft of a change order, to extend the Agreement with Clean Street through December, 2008 was also distributed. The change order reflects a monthly cost of \$56,621 which could be increased April 1, 2008 by a CPI inflator. Morrison recommended that the board competitively bid out the Street Maintenance contract around August 2008 in preparation for the new BID which would commence in January 2009.

It was moved by Chris Bonbright, seconded by Jose Malagon **and CARRIED to approve the Change Order to the Clean Street Agreement.** [unanimous]

C. Ad-Hoc Bylaws Review Committee: Morrison reported to the board that a By-laws subcommittee meeting is tentatively scheduled for May 3<sup>rd</sup> to discuss possible changes before the BID renewal process begins. It was noted that the following individuals will serve on this subcommittee: Alan Sieroty, Tej Sundher, Joel Fisher, Jose Malagon, and Monica Yamada.

VI. New Business

A. Potential Map Cases at Hollywood and Highland: Lynda Bybee presented to the board images of where two potential map cases might be installed in the BID area near the Hollywood and Highland subway portal. The map cases would contain information on the different Metro forms of transportation. The board discussed potential places to place the cases. It was concluded that all suggestions and concerns should be sent to Sarah MacPherson for further review and consultation with the management at Hollywood and Highland.

VII. Report from Executive Director

A. Report on Activities Related to the Central Hollywood Coalition/SVBID:

1. Staffing Issues: Kerry Morrison reported that the Hollywood Property Owners Alliance is now fully staffed with the addition of Hanna Sheinin as communications director. This would now bring the staff of the HPOA up to a total of 5 people.

2. Purchase of Professional Liability Insurance: Morrison explained that she had obtained a quote from Souza for a \$1,000,000 policy, with a \$5,800 premium. Monica Yamada suggested seeing what professional liability entails and to seek legal counsel, before any decision was to be made.

3. Clean Street Contract Negotiations: The Sunset and Vine BID are currently negotiating the terms of their contract with the vendor Clean Street, and agreement had been reached at the last Central Hollywood Coalition board meeting to give an agreement for Clean Street to become the SVBID Street Maintenance vendor through December 2008.

B. Annual Board Retreat: The annual board retreat will be taking place Thursday May 17, 2007 at the Roosevelt Hotel. Brad Segal, an experienced BID consultant will be there to help facilitate the event.

C. 2007 BID Renewal Calendar: Morrison reported that a draft calendar would be ready for the board, by the retreat next month.

D. Report on Annual Visitor's Guide and Map: Morrison noted to the board that this year's visitor guide and map was being redesigned by our partner, 'WHERE' Magazine, to include businesses within the Sunset and Vine Business Improvement District. The distribution would go up to 400,000 maps, and the cost would be slightly higher, due to the redesign. Morrison indicated that she had retained the service of Urban Legend PR to start the process, due to the delay in hiring a communications director. She also indicated that she erred in not placing the 'WHERE' contract on the board's agenda in time to seek an approval. She will bring the contract to the May meeting and if for some reason the contract was not approved, 'WHERE's' time and materials cost to that point would have to be compensated. The board expressed their interest in the project and agreed with proceeding with the production process.

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VIII. Executive Session

The board went into Executive Session at 5:30 p.m and resumed session at 5:45 p.m.

VIII. Next Meeting

Due to the scheduling of the Annual Board Retreat on May 17<sup>th</sup>, 2007 there will be no board meeting May 24<sup>th</sup>, 2007.

X. Adjournment

The meeting was adjourned at 5:50 p.m.